



# Media info 2017

# MedTech MAGAZINE

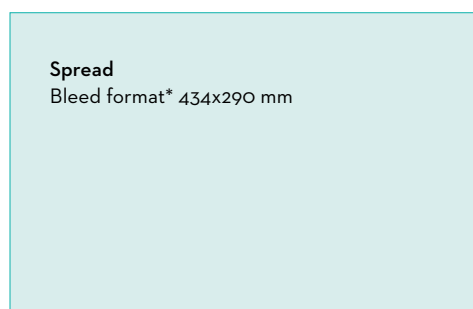
MAGAZINE OF THE SWEDISH MEDICAL DEVICE INDUSTRY

[medtechmagazine.se](http://medtechmagazine.se)

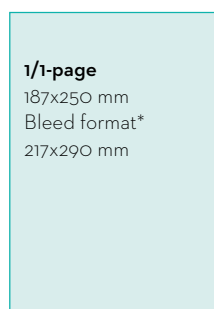
## Publication Schedule 2017

Issue	Publ. date	Material	Event
1	February 23	February 6	Vitalis April 25 – 27.
*	April 26 april	April 3	MedTech SAMTIT (May 3 – 5, Slagthuset in Malmö), Special edition
2	30 maj	8 maj	MedTech Garden July 4 in Almedalen
3	28 september	7 september	MedTech Medicinteknikdagarna
4	7 december	16 november	

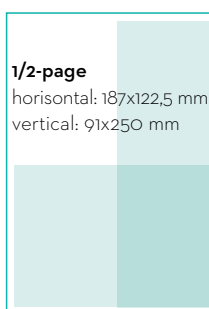
## Format & price



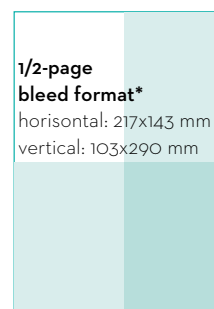
Price SEK 39,900



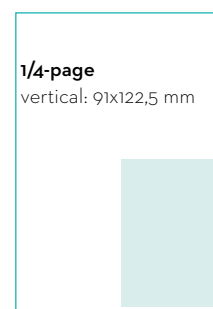
Price SEK 26, 900



Price SEK 16,500



Price SEK 16,500



Price SEK 11,500

\*) Allow for 3 mm trim

### Advertising

Focus MedTech Ads 1/8 (four issues)  
Recruitment advertisement, half page

SEK 15,000  
SEK 9,900

Advertising costs do not include VAT.  
Requested placement +10 %.

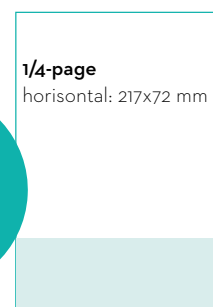
### Advertising material

[annons.medtech@mentoronline.se](mailto:annons.medtech@mentoronline.se)

### Inserts

Sven-Erik Bjarnesson, contact info below.

Exclusive!  
Page 3 and 5  
only



Price SEK 14,900

## Contacts



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The Magazine  
for Swedish  
Medical Device  
Industry!

# Format & prices web/newsletter

## Start page



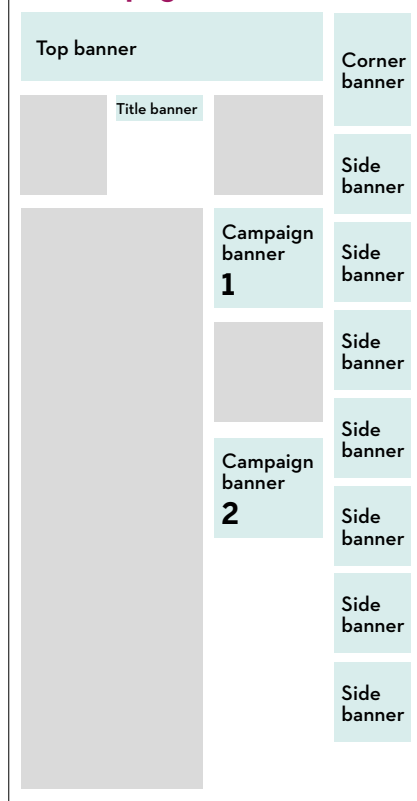
Top banner 930x180 px..... SEK 9.000 / month  
Corner banner 150x300 px ..... SEK 4.750 / month  
Side banner 150x175 px..... SEK 1.400 / month  
Campaign banner 1 480x480px SEK 7.550 / month  
Campaign banner 2 480x480pxSEK 6.000/ month  
Giga banner 1 980x480 px ..... SEK 9.000 / month  
Giga banner 2 980x480 px..... SEK 6.000 / month

### File types

Static jpg, max 75 kb  
Animated gif, max 75 kb  
Html (zip-file)  
Script

All banners must be responsive.  
Animations should keep within 20 seconds.  
Design of the ads included in the price.

## Artikl page



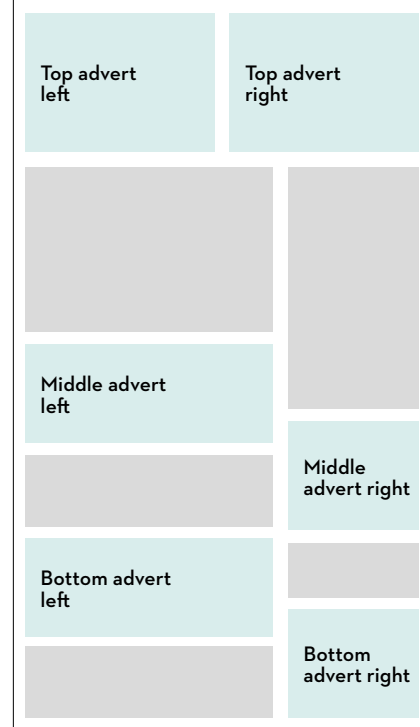
Top banner 930x180 px..... SEK 9.000 / month  
Corner banner 150x300 px ..... SEK 4.750 / month  
Side banner 150x175 px..... SEK 1.400 / month  
Title banner, static 200x60 px . SEK 9.500 / month  
Campaign banner 1 300x250px SEK 5.750/ month  
Campaign banner 2 300x250pxSEK 4.500/ month

### File types

Static jpg, max 75 kb  
Animated gif, max 75 kb  
Html (zip-file)  
Script

All banners must be responsive.  
Animations should keep within 20 seconds.  
Design of the ads included in the price.

## Newsletter



Top advert left 400x200 px..... SEK 2.000 / day  
Top advert right 400x200 px ..... SEK 2.000 / day  
Middle advert left 490x147 px..... SEK 1.500 / day  
Middle advert right 310x235 px ..... SEK 1.500 / day  
Bottom advert left 490x147 px..... SEK 1.000 / day  
Bottom advert right 310x235 px..... SEK 1.000 / day

### File types

Static jpg, gif or png.

All banners must be static.  
Design of the ads included in the price.

## Membership SEK 6.800/year

All ad prices are up prices.  
Prices for non-members is twice that. Contact us for more information.

## Native advertising

Native Advertising is a sponsored text on medtechmagazine.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.



# MedTech reaches the world

The mission of medtech industry is to save lives, increase quality of life and help people who is assisting others. With MedTech Magazine we want to highlight and report on innovations and news to make swedish medtech known to the world. In close cooperation with the industry organization Swedish Medtech, we follow the industry development, opportunities and challenges.

MedTech Magazine creates meetings between academia, industry, politics and health. This

year we invest even more to make people meet in real life. See you at events and seminars with subjects that unite us and let us create new networks.

**We want to meet you.**



Hanna Brodda, Editor in Chief  
hanna.brodda@mentoronline.se



## Medtech Magazine arranging meetings – events – seminars



## Our target audience

Readers of MedTech Magazine are decision makers in the medtech industry, payers and purchasers on county councils, business managers, heads of clinics, clinic managers and

senior in inpatient and outpatient care, medical directors, hospital management teams, councilor and concerned authorities, investors and politicians.



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